

Every Amateur Photographer Knows

that the sensitive paper on which photographs are printed may be safely handled in orange light—no chemical change occurring—but daylight is ruinous.

He also knows that anything red has the power to absorb actinic (ultra violet) rays of light.

Brown is a combination of red and (orange) yellow and black (the negation of color.)

Schlitz Brown Bottle

is reddish brown—that's why light can neither work a chemical change, destroying the wholesomeness, nor impair the nutritive value of Schlitz beer.

That's why Schlitz beer in Brown Bottles is so superior to beer in light bottles. It is made pure and kept pure by the Brown Bottle.

Drink

Schlitz

Phone Rock Island 14
CARSE & OHLWEILER CO.
425-431 Eleventh St.
Rock Island, Ill.

*See that crown
is branded
"Schlitz"*

**in Brown
Bottles**

The Beer That Made Milwaukee Famous.